

PEDESTRIAN AND BICYCLE SAFETY

I. PROGRAM OVERVIEW

Pedestrian Safety

In California in 2004, pedestrian fatalities accounted for almost 17 percent of the State's collision fatalities. Too often, the victims are children and senior citizens. Targeting those "at-risk" populations has been a challenge and many communities have introduced an array of innovative programs to combat the continuing disparity in the number of pedestrian victims that are children, senior citizens and/or culturally challenged.

Progressive jurisdictions are taking aim at state of the art equipment that would slow the speed of traffic on residential streets, reduce traffic injuries and fatalities and improve the quality of life for everyone involved.

According to the Statewide Integrated Traffic Records System (SWITRS) 2004 provisional data, a total of 13,889 pedestrians were injured and 693 were killed statewide in California in 2004.

- Pedestrians represent 16.9 percent of all fatalities and 4.6 percent of all injuries.
- 19.2 percent of all 14,582 pedestrian victims were between the ages of 5-14.
- 9.9 percent of all pedestrian victims were 65 years of age or older.
- The age group most affected by injuries as pedestrians was the 5-14 years of age bracket with a total of 2,759 victims statewide. Among children age 14 and younger who are struck by vehicles, almost eight of ten incidents occur during daylight hours, dawn to dusk. Most child-pedestrian mishaps occur on residential streets within a short distance of the victim's home and/or school.
- The age group most affected by fatalities as pedestrians was the 45-54 years of age bracket with a total of 120 victims statewide (17.3 percent of all fatal pedestrian victims).
- The need to continue the efforts to address pedestrian safety among populations for which English is not their first language is alarming. In some communities, almost 100 percent of the pedestrian victims are non-English speakers. The last census showed a dramatic change in demographics in the last ten years, resulting in an increase in pedestrian population unfamiliar with the rules of the road, signage, and traffic management systems.
- School zones have been identified as danger zones for aggressive driving habits and behaviors. Communities have taken ownership of these areas by partnering with law enforcement, school officials, community based organizations, advocacy groups, parent-teacher associations, engineers and others to increase safety around local schools and decrease the alarming number of children who are killed or injured on their way to and from school.

- The new technology geared toward increased pedestrian safety warrants testing, implementation and evaluation. The efficiency of these devices is identified in some of the funded programs. The strategy toward pedestrian safety includes active school zone signs and in-pavement lighted crosswalks.

	1999	2000	2001	2002	2003	2004*
TOTAL VICTIMS						
Killed	3,559	3,730	3,926	4,089	4,225	4,092
Injured	288,727	303,023	305,907	310,689	307,166	302,176
TOTAL PEDESTRIANS						
Killed	688	689	721	702	712	693
<i>Percent of Total Persons Killed</i>	19.33%	18.47%	18.36%	17.17%	16.85%	16.94%
Injured	14,346	14,506	14,545	14,377	13,991	13,889
<i>Percent of Total Persons Injured</i>	4.97%	4.79%	4.75%	4.63%	4.55%	4.60%
PEDESTRIANS UNDER 15 YEARS OF AGE						
Killed	86	64	72	60	61	57
<i>Percent of Total Persons Killed</i>	2.42%	1.72%	1.83%	1.47%	1.44%	1.39%
Injured	4,231	4,310	4,161	3,980	3,575	3,409
<i>Percent of Total Persons Injured</i>	1.47%	1.42%	1.36%	1.28%	1.16%	1.13%
PEDESTRIANS 65+						
Killed	151	186	179	172	190	163
<i>Percent of Total Persons Killed</i>	4.24%	4.99%	4.56%	4.21%	4.50%	3.98%
Injured	1,320	1,337	1,320	1,353	1,377	1,279
<i>Percent of Total Persons Injured</i>	0.46%	0.44%	0.43%	0.44%	0.45%	0.42%

* This is provisional data that is subject to change

Bicycle Safety

Following the rules of the roads while riding a bicycle may increase the chances of avoiding traffic collisions with vehicles. Bicycle or safety helmets have been shown to significantly reduce the risk of head and brain injury. In fact, it is estimated that as many as seven out of every eight bicycle related fatalities among children could have been prevented with a bicycle helmet.

In 2004:

- Bicyclists represented almost three percent of all fatalities and 3.5 percent of all injuries.
- 25.1 percent of bicyclists killed and injured were under age 15.

- Adults continued to represent a significant segment of the population “at-risk” for injury in a collision. Environmental issues, health concerns and increased traffic congestion have driven many communities and individuals to emphasize alternative means of commuting. Programs originated by employers, environmental groups, the healthcare community, and others encourage cycling among adults. As a result, it is not uncommon to find more adults riding bicycles.

	1999	2000	2001	2002	2003	2004*
TOTAL VICTIMS						
Killed	3,559	3,730	3,926	4,089	4,225	4,092
Injured	288,727	303,023	305,907	310,689	307,166	302,176
TOTAL BICYCLISTS						
Killed	118	116	116	125	125	123
<i>Percent of Total Persons Killed</i>	3.32%	3.11%	2.95%	3.06%	2.96%	3.01%
Injured	12,254	12,145	11,412	11,462	10,812	11,085
<i>Percent of Total Persons Injured</i>	4.24%	4.01%	3.73%	3.69%	3.52%	3.67%
BICYCLISTS UNDER 15 YEARS OF AGE						
Killed	11	21	11	19	15	11
<i>Percent of Total Persons Killed</i>	0.31%	0.56%	0.28%	0.46%	0.36%	0.27%
Injured	3,555	3,224	2,725	3,080	2,728	2,749
<i>Percent of Total Persons Injured</i>	1.23%	1.06%	0.89%	0.99%	0.89%	0.91%

* This is provisional data that is subject to change

II. ACTION PLANS

Motor vehicle traffic poses a serious threat to children in neighborhoods, or near schools and parks. In order to achieve a safe environment for bicyclists and pedestrians, efforts need to be made toward the following goals:

- Pedestrians and bicyclists to be aware and cautious of the traffic environment
- Traffic laws to be complied with by all users

By changing and improving behaviors, injuries and fatalities resulting from vehicle crashes would decline significantly, raising the level of quality of life, especially in residential areas. Parents have the need to feel at ease with the notion of their children playing outside, walking to and from school and enjoying their neighborhood.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2006 Highway Safety Plan. This task also includes assistance to staff to attend and participate in technology transfer workshops, training sessions, educational meetings, seminars and conferences.

TASK 2 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

This task provides funds for projects that target bicycle and pedestrian safety through the school system and local communities. Activities to be conducted for these projects include traffic safety rodeos at schools and community events; traffic safety workshops tailored for targeted audience; public awareness campaigns (public service announcements, billboards, pamphlets, etc.); helmet distribution programs; bicycle and pedestrian diversion alternatives for cited youth; and increased enforcement around schools. The main goals of these projects are to decrease the number of fatal and injured victims resulting from traffic collisions with bicyclists and/or pedestrians, and to increase public awareness of traffic safety practices for pedestrians, bicyclists and motorists.

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Project #	Agency	TARGET AUDIENCE			ACTIVITIES			FFY 2006 Funds
		Youth	Seniors	General	Rodeos Workshops	Helmets	Public Information/Multicultural	
PS0601	San Francisco	Yes	Yes	Yes	No	No	Yes/Yes	\$167,733
PS0605	County of San Diego	Yes	Yes	No	Yes	Yes	Yes	\$404,883
PS0607	Los Angeles	Yes	No	No	Yes	No	Yes/Yes	\$115,000
PS0610	Contra Costa	Yes	No	Yes	No	No	Yes/No	\$138,231
PS0619	Bellflower	Yes	No	Yes	Yes	No	No	\$90,000
PS0621	San Diego City College	No	No	Yes	No	No	Yes	\$212,838
PS0622	Santa Cruz County	Yes	No	Yes	Yes	Yes	Yes/Yes	\$120,816
PS0624	Brentwood	Yes	No	Yes	Yes	Yes	Yes/No	\$83,500
PS0627	Berkeley	Yes	No	No	Yes	Yes	Yes	\$239,516
PS0628	Redwood City	Yes	No	Yes	Yes	Yes	Yes/No	\$141,142
PS0634	Ripon	Yes	No	Yes	Yes	Yes	Yes	\$32,200
PS0635	Rancho Cordova	Yes	No	Yes	No	No	No	\$49,775

Project #	Agency	TARGET AUDIENCE			ACTIVITIES			FFY 2006 Funds
		Youth	Seniors	General	Rodeos Workshops	Helmets	Public Information/Multicultural	
PS0503	Burbank	Yes	No	No	Yes	Yes	No/Yes	\$35,151
PS0516	Glendora	Yes	No	Yes	No	No	No/No	\$9,000
PS0518	Imperial Beach	No	No	Yes	Yes	No	Yes/No	\$500
PS0520	Los Angeles County	Yes	No	No	Yes	No	No/Yes	\$248,477
PS0524	Oakland	Yes	No	No	Yes	Yes	No/Yes	\$59,717
PS0529	San Jose	Yes	No	No	Yes	Yes	No/Yes	\$79,834

TASK 3 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS FOR POPULATIONS AT RISK

These bicycle and pedestrian safety programs will target populations identified to be at most risk in local communities. Activities for these projects include traffic safety rodeos, assemblies, workshops, multilingual public information and awareness efforts, incentives/promotional items, distribution of safety helmets, and selective enforcement.

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Project #	Agency	Target Populations At Risk	Rodeos/ Workshops	Multicultural Public Information	FFY 2006 Funds
PS0413	Monterey Park	Seniors/Asian	Yes/Yes	Yes	\$0
PS0616	CHP	Seniors	Yes	Yes	\$362,412
PS0629	Glendale	Seniors	Yes	Yes	\$60,000
Note: This program also includes flashing pedestrian beacons					

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Project #	Agency	Target Populations At Risk	Rodeos/ Workshops	Multicultural Public Information	FFY 2006 Funds
PS0528	San Diego State University	Older Drivers	No/Yes	Yes	\$203,008
PS0534	San Mateo	Latino (pedestrians)	Yes/Yes	Yes	\$7,164

TASK 4 - COMPREHENSIVE TRAFFIC SAFETY PROGRAMS

These programs exercise multiple approaches in addressing more than one traffic safety need. These include media activity, traffic safety rodeos, presentations, and enforcement geared to focus on more than one traffic safety area.

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Project #	Agency	Activities	FFY 2006 Funds
PS0617	Norwalk	Speed and pedestrian law enforcement in school zones, and work with young children at schools through rodeos	\$177,000
PS0620	Santa Ana	Speed, pedestrian, and bicycle safety law enforcement in school zones, and outreach to the 70,000 students from the local school district. The Thunderbirds and Blue Angels partnership involves posters and other items featuring the pilots with students showing correct use of safety helmets, seatbelts, and complying with speed and other traffic laws.	\$200,000

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Project #	Agency	Activities	FFY 2006 Funds
PS0530	Santa Ana	Through the "Moving Violator" program, pedestrian education is provided to school aged children and senior citizens in the area. Radar Trailers placed throughout the city in high speed and high pedestrian traffic locations. Pedestrian Countdown Heads to be installed at the top 50 intersections. Officers are deployed to enforce school zones and other pedestrian safety violations.	\$109,040

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Project #	Agency	Activities	FFY 2006 Funds
PS0506	Long Beach	Vehicle speed feedback signs placed at key locations with high number of occurrences involving pedestrian and bicycle victims. Enforcement in school zones and other areas of the city. Educational banners placed on existing poles throughout the city.	\$66,600

TASK 5 - STATEWIDE BICYCLE AND PEDESTRIAN SAFETY PROGRAMS

These programs target the enhancement of bicycle and pedestrian safety throughout the State.

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Project #	Agency	Activities	FFY 2006 Funds
PS0615	CHP	Education and enforcement activities on two selected corridors. A task force will be formed to identify pedestrian problems and solutions	\$258,342

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Project #	Agency	Activities	FFY 2006 Funds
PS0501	Caltrans	Create a team of transportation professionals, advocates, and policy makers to monitor, guide and promote implementation of the California Blueprint for Bicycling and Walking.	\$180,000

TASK 6 - EQUIPMENT PROGRAMS

Programs under this task will provide equipment with the overall goal of reducing the number of fatal and injury collisions involving pedestrians in their jurisdictions.

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Project #	Agency	Equipment	FFY 2006 Funds
PS0419	San Francisco	N/A	\$50,000
PS0604	Brawley	2 Lighted Crosswalks	\$50,000
PS0608	Rancho Cucamonga	12 Pedestrian countdown signals	\$44,520
PS0609	Oceanside	2 Lighted Crosswalks 1 Flashing Beacon	\$60,000
PS0611	Whittier	12 Radar Display Signs 2 Lighted Crosswalks	\$187,000
PS0612	San Diego County	24 Pedestrian Countdown Heads	\$22,900
PS0625	Alameda County	6 Lighted Crosswalks	\$171,000
PS0626	Alameda County	Pedestrian Countdown Heads for 24 intersections	\$66,850
PS0630	San Rafael	360 Pedestrian Countdown Heads	\$200,000
PS0631	Modesto	10 countdown indications	\$110,000
PS0632	Oroville	1 Lighted Crosswalk	\$18,500
PS0633	Woodland	2 Lighted Crosswalks 4 Flashing Beacons	\$48,000

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Project #	Agency	Equipment	FFY 2006 Funds
PS0507	Long Beach	200 Pedestrian Countdown Heads	\$0
PS0508	Oakland	N/A	\$0
PS0526	San Carlos and Belmont PD (joint)	N/A	\$15,581

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Project #	Agency	Equipment	FFY 2006 Funds
PS0504	Irvine	2 Lighted Crosswalks	\$57,000
PS0505	La Habra	10 Changeable Radar Signs	\$0
PS0509	Pasadena	3 Lighted Crosswalks	\$49,500
PS0510	San Fernando	2 Lighted Crosswalks	\$62,000
PS0513	Fowler	N/A	\$7,500
PS0522	Montclair	1 In-roadway lighted crosswalk	\$23,000
PS0527	San Diego County	N/A	\$0
PS0531	South San Francisco	N/A	\$5,000

**FISCAL YEAR 2006 PROGRAM FUNDING
(PEDESTRIAN AND BICYCLE SAFETY)**

PS Task	Title		Major Cost Items			
1	Program Development and Administrative Coordination		Personnel, Travel, Contracts, Printing			
2	Pedestrian and Bicycle Safety Programs		Personnel, Educational Materials, Travel, Office Expenses, Bicycle Rodeos, Curriculum Development, Survey and Evaluation, Bicycle Helmets			
3	Pedestrian and Bicycle Safety Programs for Populations at Risk		Personnel, Bicycle Rodeos, Educational Materials, Promotional, Travel, Bicycle Helmets, Software, PI&E Campaigns			
4	Comprehensive Traffic Safety Programs		Personnel, Educational Materials, Bicycle Events & Rodeos, Training, Helmets, Promotional, PI&E Campaigns, Translation, Computer Equipment, Speed Trailer and Radar			
5	Statewide Bicycle and Pedestrian Safety Programs		Personnel, Travel, Brochures, Indirect Costs			

Task # / Agency	Funding Sources/Codes					
	157	163	402	405	410	411
1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
State	\$0.00	\$0.00	\$132,980.00	\$0.00	\$0.00	\$0.00
2 Local	\$1,621,742.00	\$0.00	\$507,200.26	\$0.00	\$0.00	\$0.00
State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3 Local	\$60,000.00	\$0.00	\$7,164.34	\$0.00	\$0.00	\$0.00
State	\$362,412.00	\$0.00	\$203,008.00	\$0.00	\$0.00	\$0.00
4 Local	\$426,659.00	\$109,040.00	\$66,600.00	\$0.00	\$0.00	\$0.00
State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
State	\$258,342.00	\$85,000.00	\$0.00	\$0.00	\$0.00	\$0.00

**FISCAL YEAR 2006 PROGRAM FUNDING
(PEDESTRIAN AND BICYCLE SAFETY)**

PS Task	Title			Major Cost Items		
6	Equipment Programs			In-Pavement Lighted Crosswalk Systems, Active School Zone Signs		
7	Enhanced Traffic Safety Analysis			Personnel, Training, Computer Hardware & Software		
Task # / Agency	Funding Sources/Codes					
	157	163	402	405	410	411
6 Local	\$1,101,075.00	\$10,919.00	\$60,600.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTALS						
Local:	\$3,209,476.00	\$119,959.00	\$641,564.60	\$0.00	\$0.00	\$0.00
State:	\$620,754.00	\$85,000.00	\$335,988.00	\$0.00	\$0.00	\$0.00